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Consolidated Edition of
Torrance Herald & Lomita News

Torrance Herald

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This Issue

NINETEENTH YEAR—No. 46

TORRANCE, CALIFORNIA, THURSDAY, NOVEMBER 16, 1933

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STEAMBOAT NEEDS PILOT TO SAVE JOE'S FREIGHT MONEY

Owner Promises Shipment of Rodeo Stock Free For Torrance Event, November 25-26, if Anybody Here Can Stick On His Champion Buckler

"Get set for the big rodeo, folks," says Cowboy Joe, the top hand who is wrangling all the details of the show for the Bert S. Crossland Post, American Legion.

"When the dust settles a week from Saturday," says Joe, "you are going to see some of the biggest and brightest stars in the rodeo business. Don't think that because Torrance is a little small to be fooling around with a rodeo that the layout is going to be small too, because a lot of the boys who shine up around Pendleton, Calgary, Sallisaw, and follow the bucking horses all over the United States, have already been here to look the ground over and get acquainted with the boys who are bucking up this show. 'Sammy' Garrett, you saw his picture in the paper last week, he was here this week getting acquainted and so was Holloway Grace, from Fort Worth, Texas, and Fox O'Callahan, Burton Brown and Andy Herewego—I just can't spell that name, it's a Spanish name, and it sounds like that but anyway all the top hands know who I mean. He lives up around 'Crows' Hill, kind of neighbors to Bill Hart and Hot Gibson and some of the other western movie stars.

"But anyway, we are going to have a lot more of the big riders, you see, when they put on the show at the Coliseum and the Pose Bowl, all the biggest riders and ropers were back east performing in some shows back yesterday; now all those shows are done and over, and all the boys have come back west, and are ready to take on some propositions like this one, just for the fun and exercise AND the prize money, they won't pass that up either.

"It's going to be a lot of fun, and maybe you don't think we are going to have some real buckers. Just to show you what kind of 'buckers' we are going to have, here Cowboy Joe pulled out a letter from W. A. (Bill) Boren and Elmer Bowen who run a ranch up at Manteca, California, where the real buckjumpers come from and they supply all the big rodeos with their sunfishers and twisters.

"Here, look at this, here's what the letter says: 'Dear Friend: We are going to send you 10 bucking horses, including Steamboat, Jack Dempsey, Danger, Man of War, the Visalia Kid and others just as good, and also 10 Brahma steers that will be good too, and the lot will cost you such and such an amount delivered in Torrance.

"P. S. If there is anybody down here in Torrance that can ride Steamboat it won't cost you a cent, we will ship the lot free."

"Heh, heh, I guess we will have to dig up a pilot for Steamboat," says Joe. "Bill and Elmer are pretty dorgone sure they are going to get their freight money.

"Well, besides all the horses and steers and men to ride them we are going to have some girls who are just as important as they are. 'Juanita' Hackett, who will be our secretary for the event, is a world's champion trick and fancy rider and has been touring the United States for the past three years with Jack King's Wild West show and other shows of that type. She will put on an exhibition and there will be more girls too, as there are a lot of 'girl rodeo stars' and they are plenty good.

"Well, we want to save some of this story for next week which will be just before the big event, so you can just finish it off by saying that there will be a big crowd here as the news is not only being advertised in the newspapers but it is being broadcast over the radio that Torrance has gone wild west, and will put on the big show Saturday and Sunday, November 25-26, at the ball grounds in the city park on Arlington avenue. That's all."

Merchant



SAM ROSENFELD, proprietor of Oberg Sample Store in Redondo Beach, who is opening new store in Torrance.

TO OPEN NEW OBERG STORE IN TORRANCE

Significant of the improved business conditions in Torrance was the announcement this week of the opening of a new dry goods and furnishings store at 1225 Sartori avenue, to be operated by Sam Rosenfield, proprietor of the Oberg Sample Store in Redondo Beach. A complete stock of dry goods, domestics, men's furnishings and notions will be carried in the new Torrance store.

Work of installing fixtures has been under way all this week, and already a large amount of stock for the new Torrance store has arrived; and Mr. Rosenfield stated that the store would be ready to do business this week-end. A grand opening sale is being planned for next week, complete announcement of which will be made in next week's Torrance Herald and Lomita News.

Although a young man, Mr. Rosenfield has had years of practical experience in merchandising and selling. He formerly operated stores in Anaheim and West Los Angeles. Prior to purchasing the Oberg Sample Store in Redondo Beach last August, Mr. Rosenfield was associated with Harry Blank, commercial liquidation and wholesale jobber of Los Angeles. Previous to coming to California, he was in business in Springfield and Columbus, Ohio.

Mr. Rosenfield takes an active interest in civic and social affairs wherever he is in business. He is a Mason, an Elk, and a Lions Club member. Mr. and Mrs. Rosenfield have a daughter, Billie Love, in kindergarten.

H. F. Mueller May Run For Councilman

When questioned regarding reports that he was to be a candidate for election to the Torrance city council next April, H. F. Mueller, 3039 Riverside-Redondo boulevard, November 11, and 14 chickens taken from George H. Pitts' residence near the corner of Redondo boulevard and Strawberry avenue on November 15. They were valued at \$35.00.

Other petty thefts reported to the police were the theft of vegetables from the high school garden and eight stolen from the hallway at the Cravens apartments, 1419 Cravens avenue, for the second time within a week.

Fund of \$63,800 Is Allotted For Construction of New Post Office

Construction of a new federal post office in Torrance was assured last week when the Public Works Administration in Washington allotted \$63,800 to cover the cost.

Twenty Southern California post offices were included in the list of 237 federal projects approved. Among those for which allotments were made are Inglewood, \$107,300; Redondo Beach, \$73,700; Huntington Beach, \$52,800; Hollywood, \$214,500; Inglewood, \$88,200; El Monte, \$48,500; San Fernando, \$72,600; Compton, \$77,000; and Pittsburg, \$68,200.

Amateur Radio Operators Meet In Torrance to Organize Club

Amateur radio operators, represented by men from Los Angeles, Long Beach, Wilmington, Lomita and Torrance, met in the Recreation hall, 1951 Carson street, Friday night to organize a radio club.

With Roy Tuttle, 1752 Marine avenue, Wilmington, acting as temporary chairman, the work of organizing was quickly accomplished and the group proceeded to the election of James E. Young, House W. Spurlin, Chairman, Torrance, as president; Eugene Tod, 7512 Towne avenue, Los Angeles, vice president; and Roland Allen, 1418 Amapola avenue, secretary and treasurer. Foster Strong, 2017 Florida street, Long Beach, declined the nomination as president on the score of other pressing activities.

The question of naming the club was postponed until the next meeting, and the matter of dues was quickly settled. Meetings will be held twice a month on alternate Friday evenings. The next session will be held November 24 at the home of Secretary Allen.

The matter of organizing a radio club has been for a long time an encrossing idea, and those who attended the Friday night meeting expressed their desire to interest as many radio operators as possible in joining with a view to promoting a higher degree of good fellowship among all classes, establishing better public service during times of great disasters, and co-operating with the Radio Interference Department in its efforts to locate and rectify as many sources of radio interference as possible.

Radio operators in all the surrounding localities, San Pedro, the South Bay cities, Inglewood, Harbor City, Hawthorne, Gardena, as well as those which were represented at the first meeting, will be urged to join the move. Since a large number of the most important improvements in radio have come through the experiments of amateur operators, the establishment of a radio club with its interchange of ideas and suggestions will no doubt be of estimable benefit to its members and may lead to other developments of considerable advantage to the radio public.

Valuable Turkeys Stolen Saturday

Poultry thefts reported to the city police and relayed to the sheriff's farm detail in the past few days included a batch of ten turkeys valued at \$37.50, taken from the premises of Allen Russell, 3039 Riverside-Redondo boulevard, November 11, and 14 chickens taken from George H. Pitts' residence near the corner of Redondo boulevard and Strawberry avenue on November 15. They were valued at \$35.00.

Other petty thefts reported to the police were the theft of vegetables from the high school garden and eight stolen from the hallway at the Cravens apartments, 1419 Cravens avenue, for the second time within a week.

El Prado Cut-off Being Pushed By Chamber Officials

Indicating a desire to push the early improvement of the so-called "El Prado Cut-off," connecting El Prado in Torrance with main boulevards to the harbor district, the Torrance Chamber of Commerce this week request city officials for an estimate of the cost of materials required for the much-needed improvement.

A right-of-way has already been dedicated for the extension of El Prado, and chamber officials sought data on the estimate of the cost of materials in improving the highway between the City of Torrance and Normandie avenue. While the improvement is within county territory and construction would necessarily be carried on under county supervision, City Engineer Leonard stated that he would gladly furnish the data requested, and was authorized to do so by the city council Tuesday evening.

TANGO GAME IS PUZZLE TO COUNCILMEN

Los Angeles Applicant Offers \$1200 a Year For License to Operate Here

Are tango games to be permitted in Torrance? This is the problem that was presented to the Torrance city council Tuesday night, when Henry A. Jones of Los Angeles appeared before the city council and asked for a permit "to conduct a scientific ball game, sell cigarettes, etc." Jones further stated that Prosecuting Attorney Buron Pitts had classed the game as non-gambling, and as an amusement. It is played with cards and a rubber ball, and prizes are paid in cigarettes instead of cash, Jones explained. He stated that he would be willing to pay a license fee of \$1200 a year.

After further questioning by several members of the city council, Jones was advised to present a formal application in writing at the next council meeting.

The question of licensing tango games is troubling a number of other municipalities in the county, and even the county board of supervisors, who has ordered the question of prohibiting the playing of the game in unincorporated territory submitted to the electorate, at the special election on December 19, called primarily to vote upon the central valley water and power bond issue.

Tango games are permitted in practically all the beach towns, including Redondo Beach. In a 3-2 vote this week, the Compton city council granted a permit to Ed J. Barnett to conduct a tango parlor at 410 West Cedar street in Compton. A license fee of \$1800 per year was charged.

During the discussion at Torrance Tuesday night, Mayor Conner stated, "The majority group of voters is tired of being dictated to by the minority. We cannot legislate morals. Regardless of how I personally feel, it is my duty to try and interpret the wishes of the majority of the people."

Councilman Ludlow remarked that if the tango business "is so profitable that it can turn over \$1200 a year to the city, the money must come out of somebody's pocket."

Councilman Hitchcock stated he would like to think the matter over a little, before expressing his opinion.

DRIVE TO RAISE \$3,000 FOR LOCAL RELIEF STARTS FRIDAY

Funds Needed to Carry On Activities of Various Local Relief and Welfare Organizations; Voluntary Contributions Sought

Open up your hearts and your purse strings! This is the time for helping and giving to those less fortunate.

Beginning tomorrow (Friday) morning, a drive will be launched to raise \$3000 with which to carry on much needed relief and welfare work in Torrance for the coming year.

Decision to make the drive was made last evening by directors of the Torrance Community Service Association, which acts as an advisory agency for relief and welfare organizations operating in Torrance. Funds raised during the campaign will be distributed among such organizations as Torrance Relief Society, Veterans Co-operative Relief Association, Carson Street Relief Association, and for the purchase of materials for women R. F. C. workers, and assisting the women's auxiliary of the Veterans Relief in the quilting department.

The campaign for funds will be conducted by Sam Levy, chairman; Judge C. T. Rippey and J. W. Leech. Other officers of the Torrance Community Service Association include R. R. Smith, president; J. W. Post, vice president; L. J. Gilmeister, secretary; and Rev. O. D. Wonder and B. W. Lanz, directors. Funds collected will be disbursed as the needs arise to the various relief and welfare agencies operating in Torrance.

In commenting upon the campaign to raise funds, R. R. Smith, president of the organization, said last evening: "The necessity for relief funds in Torrance is acute, and if we are to relieve suffering among our Torrance neighbors during the coming winter, all who are able must do their part. Contributions, no matter how small, will be welcomed and appreciated. We will need them all, large and small. Won't you please make the task of the campaign committee easier, by mailing or leaving your contribution to the Torrance Chamber of Commerce during the next few days?"

To Remodel Fire Truck

In a further endeavor to improve the service and efficiency of the Torrance fire department in the hope of securing lower insurance rates, Councilman Ludlow, newly appointed chairman of the city's fire committee, Tuesday night recommended remodeling the fire department's ladder truck so that it can be used as an auxiliary hose truck.

Councilman Ludlow pointed out that in case the hose truck was called to Walteria or the McDonald Tract and a second fire broke out in the older part of the city, at present there is no adequate equipment available to fight the second fire. He advocated remodeling the ladder truck so that it can carry more hose, and an appropriation not to exceed \$300 was authorized by the council for the work. The board of fire underwriters will be asked to recommend the best method of improving the ladder truck before work is commenced, Ludlow stated.

New Ford Truck Purchased For Street Department

Purchase of a new Ford truck for the city street department from Schultz & Peckham, local Ford dealers, was approved Tuesday night by the Torrance city council. Price of the truck, which includes a power hoist, was \$1370.

In asking for approval of the purchase, Councilman Hitchcock, chairman of the public works committee, stated that the street department was badly in need of the new equipment. "I hesitate to spend the money," said Councilman Hitchcock, "but it has come to a point where we just have to have the new truck."

Would Help Hospital to Collect Bill

In an effort to provide a means of paying the Torrance Memorial hospital for the care of injured persons who are victims of accidents in Torrance and the adjoining county territory and brought to the local hospital for treatment, the Torrance city council Tuesday night appointed a committee to investigate the matter and confer with county authorities. Mayor Conner appointed Councilman Ludlow and Hitchcock and City Attorney Jensen.

As a large number of the accidents take place in outlying territory, City Attorney Jensen suggested that county officials be contacted and an agreement made for guaranteeing payment for treatment rendered victims of accidents which occur outside the corporate limits of Torrance.

Retail Merchants Code At Postoffice

Torrance retail merchants who wish to examine the retail code of fair competition may do so at the postoffice, says Postmaster Alfred Gourdier, who says that he has a copy which may be seen any time. The code may not be taken out of the office but all who wish to look it over may do so.

TRAFFIC OFFICER TURNS FIRE FIGHTER

A trash fire which got away from the attendant, Mrs. Jack Wright, at 1966 1/2 Plaza del Amo and set fire to the grass Tuesday was extinguished by Traffic Officer William Malin who was passing on his way to work. The fire department was not called.

HAVE A HEART AND HELP A NEIGHBOR

Drive For \$3,000 Relief Funds Starts Tomorrow. Don't Wait To Be Asked. Leave Your Contribution -- Voluntarily -- At The Torrance Chamber of Commerce